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Empresa de Águas Ouro Fino Ltda in Soft Drinks (Brazil)

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Abstracts

Empresa de Águas Ouro Fino's market share within soft drinks industry is mostly due to its participation in bottled water, which led the company to shift its strategic focus to add value to its line through new products such as flavoured bottled water and still bottled water in coloured PET packaging focusing on women.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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